

“Tools for Schools”
OPI Methamphetamine Prevention Education Project
Grades 9-12
Teacher's Lesson Plan

Title: Create Your Own Meth Ad, Step by Step

Audience: Grades 9-12

Student Performance Objectives

- ✓ Students will learn some of the risks of methamphetamine
- ✓ Students will learn the keys to creating effective advertising while promoting a drug-free message
- ✓ Students will gain critical skills to help them better analyze and understand the media

Life Skills Taught

- Dangers of methamphetamine
- Media literacy
- Basics of advertising
- How to promote healthy behavior to others

Materials Needed

- PowerPoint Projector
- Screen
- Computer with PowerPoint software

Time Needed

- 20-25 Minutes for PowerPoint
- 15-20 Minutes (or more) for activity

Background

This should be used as one of the later lessons in the OPI meth education project, after students have learned about many of the issues surrounding methamphetamine use and production. This lesson revolves around an activity: having the students create original “public service” advertisements about the dangers of meth. Getting teens actively engaged in the process of educating

others helps discourage their own drug use, and helps them prevent drug use among their peers. While making their anti-meth ads, the students will learn more about the consequences of methamphetamine, and the importance of promoting healthy behavior among their peers.

Teaching Tips

Here are some tips for leading this activity:

- Encourage the students to be creative, and to think critically about what advertisers do to get their attention.
- Feel free to have students discuss their favorite advertisements and encourage them to think about what makes those ads effective.

PowerPoint Basics

PowerPoint is a modern method of presenting a slide program without a slide projector and also provides animation and sound. There are lots of manuals that teach the basics of using this program. Here are some basic tips for effectively using PowerPoint as an educational tool:

F5—pressing this key is a simple method to activate the slide show. You can accomplish the same thing by moving your mouse over the “slideshow” icon in the lower left-hand corner of your screen.

ESC—hitting the “escape” key will end a program.

Shift-B—hitting these keys will create a black screen. Use if you want to stop in the middle of a program and have a discussion without having a distracting image on the screen. Hit it again to return to the PowerPoint presentation.

Shift-W—hitting these keys will create a white screen. Like the black screen command described above, you can hit these keys to return to the program when you are ready.

ALT-Tab—by holding down the ALT key and pressing the “Tab” key, you can easily move between a PowerPoint program and other programs on your computer.

Down-Arrow Key—this key is used to move forward in the slide show, and except for self-timed programs, must be used to advance from one slide to the next.

Up-Arrow Key—this key is used to move backwards in the slide show to the previous slide.

Introduction

Every day youth are surrounded by media messages telling them to do -- or not to do -- any number of things. This lesson will accomplish two things - teach

teens to think more critically about the torrent of advertising that is directed towards them, and have them think more carefully about the many advertisements they see warning them against drug use. By having the teens make such an ad themselves, they will feel ownership of the issue, and perhaps see these "public service announcements" (which they often think are hokey or un-cool) in a new light. During this PowerPoint lesson, your students will not only have fun and enjoy the creative process of making an ad, but they will learn important facts about the dangers of methamphetamine use.

In this presentation, you must hit the arrow key to advance the program and bring in images and activate the animation.

Teaching Procedure

Slide 1: Series Slide (Hit down-arrow key.)

Slide 2: Create Your Own Meth Ad

- This program will help you learn how to create your own anti-meth ad, step-by-step.

(Hit down-arrow key.)

Slide 3: Who are some of the most powerful people in America

- Read slide title. Have students shout out their guesses for who some of the most powerful people in America are.
- Reveal and read rest of slide by hitting the down-arrow key six times.
- The final line is: "The correct answer is Advertisers! And today you get to be one!"

Slide 4: Get Their Attention and Create Desire

- Read slide. Hit down-arrow key four times to activate images.
- Ask students to suggest other strategies advertisers use to get their interest and create desire for a product that they may or may not need.

Slide 5: You can use the same tools to... (Hit down-arrow key 5 times.)

- "Other advertisers use these same tools to educate people about important health and social issues like smoking, drinking and driving, and child abuse."

Slide 6: Today, You Become an Advocate (Hit down-arrow key 5 times.)

- "Today, you are going to become an advocate for your school and your community by making your own advertisement about the dangers of methamphetamine."
- "Methamphetamine is a highly toxic drug that has serious impacts...
- on our bodies...
- ...our communities...
- ...and our environment."

Slide 7: Five Steps for Designing Effective Ads..

- Today, you will learn the 5 steps for designing effective ads...just like the "big boys" do in the advertising world.
- Hit the down-arrow key 5 times to bring up the five steps to effective ad development

Slide 8: Form Ad Agencies

- "First, we're going to form into 'ad agencies.'"
- Organize the students into groups of 3 to 5.

Slide 9: Step 1—Choose the Focus of Your Ad

- Read slide title.
- Explain that each "agency" should agree on one of the following impacts of methamphetamine to focus on in their ad.
- Read remainder of slide. You will need to hit the down-arrow key 10 times to bring in all text and graphics for this slide.

Slide 10: Step 2—Choose Your Target Audience

- Who do you want to reach with your ad?
- Read slide. Hit down-arrow key seven times.

Slide 11: Step 3--Choose Your Message

- Read slide. Hit down-arrow key nine times

Slide 12: Step 4—Choose Your Medium

- How will you deliver your message?
- Read slide. Hit down-arrow key six times.

Slide 13: Step 5--Design Your Ad

- Read slide. Hit down-arrow key four times.

Slide 14: Ad Example (Hit down-arrow key just once.)

- Here are some potential ideas for ads that students may want to use.

Slide 15: Ad Example (Hit down-arrow key just once.)

- Use this ad as an example if any of the groups have a hard time getting started with their activity.
- If there is not enough time for the groups to do the activity, lead the class in generating other ad examples in this simple format.
- Five minutes before the end of class, ask some of the groups to present their work.

Slide 16: End slide**Expansion Activity: Media Placement**

It might be possible to get your students' advertisement placed in local media outlets as Public Service Announcements. The process of approaching different media outlets can be an important educational experience in itself. Below are some techniques and tips that can help your students get their work placed.

Newspaper ads: Newspapers are notoriously reluctant to give away free space. You may have better luck if you bypass the advertising department and have your students write letters directly to the paper's editor, explaining how important it is help discourage methamphetamine use in your community and asking if the editor will run their ad free of charge. Another option would be to have them approach a community business or group to sponsor the ad and pay for its appearance in the paper. In this case, the business or group may be able to negotiate for the non-profit discount (which can be as much as 50%) from the ad sales department.

Remember that each newspaper will have its own ad size restrictions. The newspaper production department may be able to help modify your students' ad to fit these parameters, and tell you in which formats your students can deliver their ads.

Suggest that your students approach the editor of their high school paper and yearbook (as well as those from other high schools) about placing their ads free of charge.

Radio and Television Ads

Because radio and television stations are required to air a certain number of Public Service Announcements, it can be easier to get free radio or TV time than newspaper space.

Have your students write letters to the programming directors of local radio stations or to the advertising directors of local television stations. These stations receive requests from many nonprofit organizations to play PSAs, so a personal appeal from your students is essential. If possible, have your students follow up with a phone call - and remind them to send a thank-you card if the ads actually get played.

In terms of production, radio stations will sometimes allow people to come in and record PSAs in their studios. On the television side, you and your students will have to rely upon whatever school, personal, or donated video equipment is available to you.

Additional Resources

Meth Free MT web site: www.methfreeMT.org

Montana Meth Project: www.montanameth.org and www.notevenonce.com

Life or Meth: A What Cost? www.lifeormeth.org

Campaign For Our Children Media Toolbox: www.cfoc.org/MediaCampaign/Develop/

Vocabulary to Know

Methamphetamine meth·am·phet·amine

Pronunciation: "meth-am-'fet-&-"mEn

Function: noun

Amphetamine used in the form of a crystalline hydrochloride; used as a stimulant to the nervous system and as an appetite suppressant [syn: methamphetamine hydrochloride, Methedrine, meth, deoxyephedrine, chalk, chicken feed, crank, glass, ice, shabu, trash, crystal]

Storyboard sto·ry·board

Function: noun

A panel or series of panels of rough sketches outlining the scene sequence and major changes of action or plot in a production to be shot on film or video.

Public Service Announcement (PSA)

Function: noun

A commercial on television or radio that is run by the media at no charge because it serves the public interest.

A project of the Montana Office of Public Instruction,
Linda McCulloch, State Superintendent of Public Instruction
Funded by Attorney General Mike McGrath and the Montana Department of Justice



"Tools for Schools" was developed by the MSU Meth Education Partnership under a grant from the Montana Office of Public Instruction, Contract #OPI104-994P.

MSU Meth Education Partnership Design Team:

Dr. Kirk A. Astroth, Project Director

Dr. Sandra Bailey

Dr. Michael Vogel

Dr. Lynn Paul

Dr. Jeffrey Linkenbach

Dr. Gary Lande

Robin Siska

Mark Eggensperger

Tools for Schools "Creating Your Own Ad"

Grades 9-12



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Create Your Own Meth Ad *Step By Step*

PRODUCTION

Who are some of the most powerful people in America?

The correct answer is . . .

~~NOPE~~

~~Politicians?~~



~~Absolutely Not~~

~~Celebrities?~~

And today you get to be one.

Get Their Attention & Create Desire

Most advertisers use catch phrases, logos, jingles, models, sports stars—anything they think will appeal to you—to sell you products that you really, really need.

Just Do It

“Just for the taste of it
... Diet Coke”

Thank you
for your order!



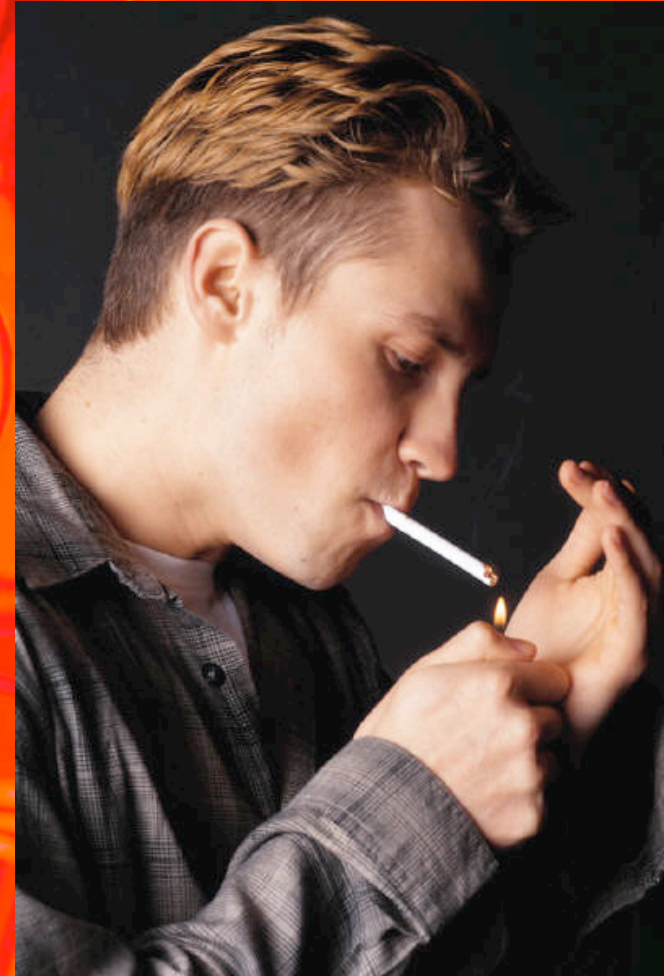
You Can Use The Same Tools to...

- Educate people about important issues like:

Smoking



Child Abuse



Today You Become An Advocate...

- By making your own advertisement about the dangers of methamphetamine.
- Methamphetamine is a highly toxic drug that has serious impacts on
- Our Bodies...
- Our Communities...
- And Our Environment



5 Steps For Designing Effective Ads

Step 1: Choose the Focus of Your Ad

Step 2: Choose Your Target Audience

Step 3: Choose Your Message

Step 4: Choose Your Medium

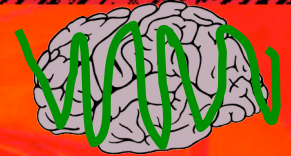
Step 5: Design Your Ad!

Form Ad Agencies

- Divide into “ad agencies” of 3-5 people.
- Each agency will produce its own advertisement about meth.

Step 1: Choose the Focus of Your Ad

1. **Physical Impacts**
 - Psychosis, violence, paranoia, brain damage
2. **Personal Impacts**
 - Loss of friends, family, job, future
3. **Community Impacts**
 - Robbery, violent crime, domestic abuse, disease
4. **Impacts on Children**
 - Abuse, neglect, dangerous drug exposure
5. **Environmental Impacts**
 - Toxic waste, lethal gases, contamination of buildings, soil, water and air



Step 2: Choose Your Target Audience

- Who do you think will be most interested in your ad?
- Examples

Mr. McGregor is such a dude!



Freshman Girls



Football Players



The students in your grade or school



Everyone in your town

Think about which audience will be most interested in the impact you have chosen.

Step 3: Choose Your Message

- Most advertisers try to motivate their audience to buy something. Your goal is to get your audience to change their behavior or learn something new.
- What do you want your audience to *DO* after seeing your ad?
- Examples include:
 - Say NO To meth
 - Stop using meth
 - Discourage friends from using meth
 - Help a friend or family member with meth addiction
 - Seek out more information about the dangers of meth use
 - Be more aware of meth's effects on the community

Step 4: Choose Your Medium

What medium do you want to use to deliver your message?

- **Newspaper Ad**

- Create a layout of text and images.

- **Poster/Billboard**

- Create a layout of text and images.

- **Internet Ad**

- Layout text and images, noting any animations or sounds.

- **Radio Commercial**

- Write a 30-second script, noting any sounds or sound effects.

- **TV Commercial**

- Draw a storyboard, which is a script with pictures.



Step 5: Design Your Ad!

- Remember to create an ad that is informative and entertaining
- Leave your audience with a clear, memorable message
- Think like an advertiser!
- Make sure it appeals to your audience

Ad Example

Step 1: Focus on physical impact of meth

Step 2: Target high school athletes

Step 3: Help them say No to meth

Step 4: Decide to make a Newspaper ad

Step 5: Draw out a design for your ad

Ad Example

Do you want to become a Soccer Legend?

It's all about what you don't do.

Just say

NO

to Meth



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